

TOURISM DEVELOPMENT COMMISSION

2019 - 2020 QUARTER 4 ROI REPORT



Experience Scottsdale uses the Scottsdale brand in all promotions regardless of funding source or partners included. Outlined programs and results in this report were achieved by Experience Scottsdale using funds from the city of Scottsdale, other partner communities, and the state of Arizona's Prop. 302 (no Prop. 302 funds were used for the below programs).

April 1 – June 30, 2020

FALLOUT FROM COVID-19

During the third quarter and into the fourth quarter, Experience Scottsdale suspended traditional marketing, public relations, convention sales and tourism programs in response to the increasing spread of COVID-19. Because of this, not all performance measures were met for the fiscal year. This report reflects leads, bookings and media coverage generated despite the pandemic, resulting from our teams' efforts to keep Scottsdale top of mind with meeting planners, travel professionals and the media. Once businesses began reopening in May, Experience Scottsdale focused on educating our members and potential visitors about safety guidelines and precautions. Though we launched our summer campaign after Memorial Day, due to changing circumstances, we felt it was in the best interest of the destination to pause the campaign shortly thereafter.

MARKETING

› Support Scottsdale promotions

- Experience Scottsdale partnered with the city and the Scottsdale Area Chamber of Commerce to launch the *Support Scottsdale* campaign and website.
- SupportScottsdale.com directs local businesses to financial and employment resources related to COVID-19 and educates residents on how to help Scottsdale's small businesses during this uncertain time.
- The website received over **18,000** page views, with most traffic driven by Google and paid advertisements on Facebook.

› "Scottsdale's Sun is Shining" video

- Amid the shutdown, Experience Scottsdale worked with the filmmaker behind our "Uniquely Scottsdale" video series to compile footage from his previous work for our "Scottsdale's Sun is Shining" video.
- This video, which has been viewed over **1,900** times on YouTube, had this message for visitors: Scottsdale's sun is shining, and we'll save some for you.
- "Scottsdale's Sun is Shining" was posted on social media and ExperienceScottsdale.com and was shared with leisure visitors, media, travel professionals and meeting planners in email blasts.
- Experience Scottsdale followed up with our "Scottsdale Welcomes You Back to Travel" video once the stay-at-home order ended. The video has been viewed over **500** times.

CONVENTION SALES & SERVICES

- › The sales team assisted in booking **565** meetings in the fiscal year, which account for **197,015** incremental room nights and a future economic impact of **\$88.5 million** for the destination. These figures account for secured bookings that may have been canceled or postponed due to COVID-19.
- › During the quarter, the sales team created a virtual meetings toolkit, allowing meeting planners to learn about and tour Scottsdale venues safely from their homes or offices.

COMMUNICATIONS

- › The communications team assisted in generating **3,189** articles about Scottsdale in the fiscal year.
 - These articles were worth **\$43.7 million** in editorial value with a circulation of **1.8 billion**.¹
- › Experience Scottsdale brought a travel expert with KTLA 5 News to Scottsdale during the quarter, which resulted in a segment on the safety protocols at Scottsdale businesses and attractions for any Los Angeles residents seeking summer road trip ideas. The segment reached **42,000** viewers.

¹ Following changes in industry best practices, Experience Scottsdale is now tracking direct circulation rather than readership, which was calculated with a multiplier.

TOURISM

- › Through trade shows, one-on-one meetings and training sessions, the tourism team shared the Scottsdale message with **2,623** travel professionals from **21** countries in the fiscal year. The meetings were conducted virtually in the fourth quarter.
- › Experience Scottsdale produced **1,861** leads and services for members during the fiscal year.
- › During the quarter, Experience Scottsdale shared information about Scottsdale on "The Travel Podcast," sponsored by one of the U.K.'s leading travel companies. The podcast was downloaded nearly **1,500** times in **51** countries.

TOURISM DEVELOPMENT COMMISSION

2019 - 2020 QUARTER 4 ROI REPORT



PERFORMANCE MEASURES	July 2019 – June 2020	% of Annual Goal
CONVENTION SALES		
Generate 1,575 convention sales leads for Scottsdale market area properties	1,870	119%
Conduct 216 customer site inspections for Scottsdale market area properties	184	85%
Confirm 468 convention bookings into Scottsdale market area properties for future dates	565	121%
Confirm convention bookings into Scottsdale market area properties for future dates resulting in 138,408 room nights	197,015	142%
CONVENTION SERVICES		
Generate 312 services leads and hotel leads for 10 rooms or fewer for Scottsdale market area properties/businesses	293	94%
TRAVEL INDUSTRY SALES		
Generate 1,500 domestic and international tour program leads and services for Scottsdale market area properties/businesses	1,861	124%
Promote the Scottsdale market area as one of the world's top leisure destinations to 3,360 targeted clients	2,623	78%
COMMUNICATIONS		
Generate 1,000 media hits about the Scottsdale market area	3,189 ²	319%
MARKETING		
Generate 800,000 brand engagements through visitor guide distribution, collateral downloads, email opens and social media followers	4,050,296 ³	506%
Generate 1.85 million visitor sessions to the Experience Scottsdale website and all affiliate sites	1,940,130	105%

All Experience Scottsdale performance measures are based on the organization's overall outcomes for the Scottsdale area, which is defined as all businesses in Scottsdale and surrounding areas that are a part of Experience Scottsdale's membership, including those in partner communities.

² In July, as a result of an Experience Scottsdale press trip, Scottsdale was featured on the nationally syndicated talk and lifestyle show, "Coffee with America," which aired on 948 occasions across multiple stations, resulting in a higher article count for the first quarter.

³ Due to a broader push in video distribution, paid efforts resulted in higher view counts than anticipated at the beginning of the fiscal year.

HOTEL PERFORMANCE

- Following is the most up-to-date STR data, which shows the performance of Scottsdale-area hotels for the calendar year to date.

	January – June 2020	January – June 2019	% Difference
Hotel Occupancy	45.7%	76.8%	-40.5%
Average Daily Room Rate (ADR)	\$240.03	\$240.61	-0.2%
Revenue per Available Room (RevPAR)	\$109.61	\$184.78	-40.7%

(Source: STR)